Independence DAY

CELEBRATION PLANS

EVENT	PARTICIPATING
COOKOUT/BBQ	61%
FIREWORKS	33%
PARADE	8%
TRAVEL/VACATION	12%
OTHER	9%
NOT CELEBRATING	13%

OVERALL INDEPENDENCE DAY SPENDING

84%
Of people plan to celebrate Independence Day in the U.S.

60%
Of Americans own an American flag.

$80.54
Average expected spending per person on Independence Day food items in the U.S.

$7.52 BILLION
U.S. total expected spending on Independence Day food items.

MISSOURI FACTS

87%
The percentage of Midwesterners who plan to celebrate Independence Day.

$72.89
The average amount Midwesterners will spend on food for Independence Day.

66%
The percentage of Midwesterners who plan on celebrating with a cookout, BBQ, or picnic.

25%
The percentage of Midwesterners who plan on purchasing additional patriotic merchandise.

Sources:
National Retail Foundation (NRF) and Prosper & Analytics
https://nrf.com/topics/holiday-and-seasonal-trends/independence-day/independence-day-data-center